

Subject: Version 1.0 Strategy Summary**Date:** Thu, 04 Nov 1999 09:25:27 -0500**From:** Garnet Heraman <garnet@venture-vortex.com>**Organization:** Venture-Vortex, Inc.**To:** Bernhard Kappe <bkappe@pathfinderassoc.com>

"Dietrich J. Kappe" <dkappe@pathfinderassoc.com>

CC: "Tfkanejr@aol.com" <Tfkanejr@aol.com>, Lisa Smith <smithls@attglobal.net>

Sanjiv Nathwani <nathwanis@diamtech.com>

bernhard, dietrich

below is the basic gameplan, for which tom and i need a roadmap/cost estimates by approx. november 12. it is subject to some(and timely) modification by sanj and lisa, but its basically frozen at this point. pls note that we need costs for 2 things: implemting 1.0 AND creating a thorough (preliminary) plan for 2.0.

ill call shortly to see what you decided on the concall time before i leave for italy.

best,

+++

I. 1.0 Strategy, Feature and Functionality

A. Strategy: To mimic the existing small business resource sites (eg, www.bcentral.com, smallbusiness.yahoo.com etc) in order to use their market education "slipstream" for our own initial traffic aggregation and brandbuilding.

B. Features:**1. massive links**

- to large number (up to 50) of resource sites in four primary areas: small business fincl services, real estate, office supplies/equipment, seed capital. other likely resource areas are telcom services/isp and profl services.

- to small number (<10) relevant online communities

(www.sixdegrees.com, www.oursquare.com) and networks of experts

(www.questionexchange.com, www.exp.com)

2. free email (SANJIV, PLS COMMENT)**3. free calendar (SANJIV, PLS COMMENT)****4. static content and live content feed****5. unmoderated BBS for each resource area****6. email bulletin (general one first; later one per resource area)****7. limited banners and sponsorship (capability)****8. business plan submission (possibly also online self-publishing)****C. Functionality: (SANJ, BERNHARD, PLS REVISE AS NECESSARY)****1. registration for users**

2. online, scalable database
3. referral tracking/audit capability for moderate volume of affiliate sales referrals and transactions
4. traffic measurement tools
5. ad banner management tools
6. basic security

II. 2.0 Research

A. Strategy:

- To dramatically distance VV from other resource sites by implementing a robust, highly customizable "VentureBuilder" community and the enabling tools
- To extend foundation layer of ecommerce transaction opptys, and create new opptys around the initial VentureBuilder community

B. Conduct extensive research into, make specific recommendations on, the platforms, enabling technologies, architecture, navigation, scaling and corporate ID issues necessary for implementing 2.0 strategy

C. Draft preliminary feature and technical specifications, including timeline for rollout

--

Garnet Heraman
CEO

Venture-Vortex, Inc.

<http://www.venture-vortex.com>

t 212 714 6079

f 212 208 2605

c 917 887 8042

e garnet@venture-vortex.com

H